

**Amendment**

Applicant: Amy Lauer et al.

Serial No.: 10/804,796

Filed: March 18, 2004

Docket No.: T634.105.101

Title: PERSONALIZED FINANCIAL TRANSACTION CARDS AND METHODS

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**Amendments to the Claims:**

This listing of claims replaces all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A method of personalizing a stored value card, the method comprising:

opening a sticker booklet to view a group of stickers associated with the stored value card;

selecting a sticker from ~~a~~ the group of stickers associated with the stored value card;

removing the selected sticker from the group of stickers; and

applying the selected sticker to the stored value card, to personalize the stored value card.

2. (Original) The method of claim 1, wherein the removing comprises removing the selected sticker from a group of stickers supported by a substrate, the substrate also supporting the stored value card.

3. (Original) The method of claim 2, further comprising detaching a portion of the substrate that supports the group of stickers.

4. (Cancelled)

5. (Original) The method of claim 1, further comprising presenting the stored value card to an employee of a retail store for activation of the stored value card.

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6. (Original) The method of claim 1, wherein the stored value card is a gift card for presentation as a gift to a recipient; further wherein the selecting comprises selecting a sticker that conveys a message related to the gift.
7. (Original) The method of claim 1, further comprising removing a label from the stored value card before applying the selected sticker to the stored value card.
8. (Original) The method of claim 1, further comprising personalizing the selected sticker by manually writing on the selected sticker.
9. (Original) The method of claim 1, wherein the removing comprises peeling off the selected sticker.
- 10 - 18. (Cancelled)
19. (Currently Amended) A gift card assembly, comprising:  
a substrate;  
a gift card supported by the substrate, the gift card defining an activation area adapted for loading of the gift card with monetary value; and  
a sticker group supported by the substrate, the sticker group comprising stickers for physical application to the gift card;  
wherein the substrate defines an opening for display of the activation area.
20. (Cancelled)

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21. (Currently Amended) The assembly of claim 2019, wherein the activation area includes a bar code.
22. (Original) The assembly of claim 19, wherein the substrate is a tri-fold substrate defining two fold lines.
23. (Original) The assembly of claim 19, wherein the substrate defines a detach line adapted to allow physical separation of a portion of the substrate supporting the sticker group from a remainder of the substrate.
24. (Original) The assembly of claim 19, wherein the sticker group comprises a sticker booklet.
25. (Currently Amended) The assembly of claim 19, wherein the ~~stored-value~~gift card is removably adhered to the substrate.
26. (Currently Amended) A financial transaction card package, comprising:  
a backing;  
a financial transaction card removably attached to the backing; and  
a group of personalization messages supported by the backing, the personalization messages comprising an adhesion surface adapted for releasable connection to the backing and  
for adhesion to the financial transaction card, wherein the group of personalization messages comprises a sticker booklet.

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27. (Original) The package of claim 26, wherein the personalization messages include indicia congratulating a recipient of the financial transaction card.

28. (Original) The package of claim 26, wherein the personalization messages include pre-printed stickers and generally blank stickers.

29-30. (Cancelled)

31. (New) A method of personalizing a stored value card, the method comprising:  
selecting a sticker from a group of stickers associated with the stored value card;  
removing the selected sticker from the group of stickers;  
applying the selected sticker to the stored value card to personalize the stored value card;  
and  
removing a label from the stored value card before applying the selected sticker to the stored value card.

32. (New) The method of claim 31, wherein removing the selected sticker comprises removing the selected sticker from a group of stickers supported by a substrate, the substrate also supporting the stored value card.

33. (New) The method of claim 32, further comprising detaching a portion of the substrate that supports the group of stickers.

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34. (New) The method of claim 31, further comprising presenting the stored value card to an employee of a retail store for activation of the stored value card.

35. (New) The method of claim 31, wherein the stored value card is a gift card for presentation as a gift to a recipient; further wherein the selecting comprises selecting a sticker that conveys a message related to the gift.

36. (New) The method of claim 31, further comprising personalizing the selected sticker by manually writing on the selected sticker.

37. (New) A gift card assembly, comprising:  
a substrate;  
a gift card supported by the substrate, the gift card defining an activation area adapted for loading of the gift card with monetary value; and  
a sticker group supported by the substrate, the sticker group comprising a sticker booklet including stickers for physical application to the gift card.

38. (New) A gift card assembly, comprising:  
a substrate;  
a gift card supported by the substrate, the gift card defining an activation area adapted for loading of the gift card with monetary value; and

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a sticker group supported by the substrate, the sticker group comprising stickers for physical application to the gift card;

wherein the gift card is removably adhered to the substrate.

39. (New) The gift card assembly of claim 38, wherein the substrate defines an opening for display of the activation area.

40. (New) The gift card assembly of claim 38, wherein the activation area includes a bar code.

41. (New) The gift card assembly of claim 38, wherein the sticker group comprises a sticker booklet.

42. (New) The gift card assembly of claim 38, further comprising a label removably adhered to the gift card and configured to be removed from the gift card before physical application of the stickers to the gift card.